

**Notice of References Cited**

Application/Control No.

10/801,156

Applicant(s)/Patent Under  
Reexamination  
CHU ET AL.

Examiner

Nicholas D. Rosen

Art Unit

3625

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2007/0094044 A1	04-2007	Stone et al.	705/002
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	Q					
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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Weidlich, T., "Search Engine Marketing Revving up," Catalog Age, Vol. 19, No. 12, pp. S3, S13+, November 2002.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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